

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. Cancelled.
2. (Currently Amended) A call server, comprising:
 - a processor;
 - memory for storing data comprising:
 - a database that correlates information identifying a plurality of broadcast programs to information for contacting each of the plurality of broadcast programs; and
 - computer readable instructions that, when executed by the processor, cause the call server to perform a method for establishing a two-way wireless connection, comprising steps of:
 - i. receiving from a mobile device a first request to establish a two-way connection between a broadcast program and the mobile device, said first request comprising a current condition of a dynamic variable and comprising additional information about the first request;
 - ii. querying the database based on the dynamic variable to retrieve information for contacting the broadcast program corresponding to the dynamic variable;
 - iii. sending a second request to establish the two-way connection between a device associated with the broadcast program and the mobile device as requested in the first request, said second request comprising the additional information about the first request;
 - iv. receiving a response to the second request from the device associated with the broadcast program for establishing a two-way wireless connection to the mobile device; and
 - v. when the response indicates acceptance of the second request, establishing the requested two-way wireless connection between the mobile device and the device associated with the broadcast program; and

vi. exiting from the connection between the device associated with the broadcast program and the mobile device.

3. (Original) The call server of claim 2, wherein the contact information comprises a telephone number and, in step (v), the connection is a telephony connection.

4. (Original) The call server of claim 2, wherein the contact information comprises an IP address and, in step (v) the connection is a data network connection.

5. (Previously Presented) The call server of claim 2, wherein the dynamic variable represents a current broadcast channel to which the mobile device is tuned.

6. (Previously Presented) The call server of claim 2, wherein, in step (iv), the connection response comprises a defined delay time, and wherein the computer readable instructions further comprise the step of waiting for the defined delay time before performing step (v).

7. (Previously Presented) The call server of claim 2, wherein step (i) comprises receiving a text message.

8. (Original) The call server of claim 7, wherein step (i) comprises receiving an SMS message.

9. (Currently Amended) A method for establishing a two-way wireless connection, comprising steps of:

- i. a mobile device receiving a broadcast signal;
- ii. the mobile device receiving user input to establish the two-way wireless connection;

- iii. the mobile device sending to a call server a request to contact a second party associated with the broadcast signal, wherein the request comprises a current condition of a dynamic variable based on the broadcast signal;
- iv. the mobile device receiving a response to the request containing connection information from the call server; and
- v. the mobile device joining a two-way wireless connection to the second party established by the call server; and
- vi. maintaining the two-way wireless connection between the mobile device and the second party without the call server remaining involved in the two-way wireless connection.

10. (Previously Presented) The method of claim 9, wherein, in step (iii), the dynamic variable identifies a current broadcast being received by the mobile device via the broadcast signal.

11. (Previously Presented) The method of claim 9, wherein, in step (v), the connection comprises a telephony connection.

12. (Previously Presented) The method of claim 10, wherein, in step (iii), the current broadcast comprises an advertisement.

13. (Previously Presented) The method of claim 10, wherein, in step (iii), the current broadcast comprises a call-in program.

14. (Previously Presented) The method of claim 9, wherein step (ii) comprises receiving the user input as a verbal command.

15. (Previously Presented) The method of claim 9, wherein step (iii) comprises sending a text message.

16. (Currently Amended) A mobile device, comprising:
 - a processor;
 - memory storing computer readable instructions that, when executed by the processor, cause the mobile device to perform steps of:
 - i. receiving user input to initiate a two-way connection with a device associated with a broadcast program;
 - ii. sending a request to establish a two-way connection between the device associated with the broadcast program and the mobile device comprising a current value of a dynamic variable representing the broadcast program, and comprising additional information about the request; and
 - iii. when the request is accepted, establishing the two-way connection with the device associated with the broadcast program; and
 - iv. maintaining the two-way connection between the mobile device and the device associated with the broadcast program without a call server being involved in the maintained two-way connection.
17. (Original) The mobile device of claim 16, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.
18. (Previously Presented) The mobile device of claim 16, further comprising instructions for performing the step of, when the request is rejected, receiving a rejection message from the broadcast program.
19. (Original) The mobile device of claim 16, wherein in step (iii) the connection comprises a voice connection.
20. (Original) The mobile device of claim 17, wherein in step (i) the broadcast program comprises an advertisement.

21. (Original) The mobile device of claim 17, wherein in step (i) the broadcast program comprises a call-in program.
22. (Original) The mobile device of claim 17, wherein step (i) comprises receiving a verbal command from a user of the mobile device.
23. (Original) The mobile device of claim 17, wherein step (ii) comprises sending a text message.
24. (Currently Amended) A computer readable medium storing computer readable instructions that, when executed by a processor, cause a device to perform steps of:
 - i. receiving user input to initiate a two-way connection with a device associated with a broadcast program;
 - ii. sending a request comprising a current value of a dynamic variable representing the broadcast program, and comprising additional information about the request;
 - iii. receiving a response to the request containing two-way connection information;
and
 - iv. when the request is accepted, establishing the two-way connection with a device associated with the broadcast program; and
 - v. maintaining the two-way connection between the device and the device associated with the broadcast program without a call server being involved in the maintained two-way connection.
25. (Original) The computer readable medium of claim 24, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.
26. (Original) The computer readable medium of claim 24, wherein the computer readable instructions further comprise the step of, when the request is rejected, receiving a rejection message.

27. (Original) The computer readable medium of claim 24, wherein in step (iii) the connection comprises a voice connection.

28. (Original) The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises an advertisement.

29. (Original) The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises a call-in program.

30. (Original) The computer readable medium of claim 25, wherein step (i) comprises receiving a verbal command from a user of the mobile device.

31. (Original) The computer readable medium of claim 25, wherein step (ii) comprises sending a text message.

32. (Original) The computer readable medium of claim 31, wherein step (ii) comprises sending an SMS message.

33. (Currently Amended) In a mobile terminal, a method of establishing a voice connection between a user of the mobile terminal and a device associated with a broadcast radio program, comprising the steps of:

- (i) receiving and demodulating a broadcast signal at the mobile terminal;
- (ii) in response to a user-activated command, transmitting a request to establish a voice connection with the device associated with the broadcast radio program, wherein the request includes information that identifies the broadcast radio program;
- (iii) receiving from a call server that communicates with the device associated with the broadcast radio program an indication as to whether the request to establish the voice connection has been accepted; and

(iv) in response to step (iii), establishing a voice connection with the device associated with the broadcast radio program; and

(v) maintaining the voice connection between the mobile terminal and the device associated with the broadcast radio program without the call server remaining involved in the voice connection.

34. (Previously Presented) The method of claim 15, wherein step (iii) comprises sending an SMS message.

35. (Original) The mobile device of claim 23, wherein step (ii) comprises sending an SMS message.

36. (Previously Presented) The call server of claim 2, wherein the additional information about the request comprises user information corresponding to a user from whom the first request was received.

37. (Previously Presented) The call server of claim 2, wherein the additional information about the request comprises a summary of an intended discussion topic.

38. (Previously Presented) The call server of claim 2, wherein the additional information about the request comprises location information.

39. (Previously Presented) The mobile device of claim 16, wherein the additional information about the request comprises user information corresponding to a user of the mobile terminal.

40. (Previously Presented) The mobile device of claim 16, wherein the additional information about the request comprises a summary of an intended discussion topic.

41. (Previously Presented) The mobile device of claim 16, wherein the additional information about the request comprises location information.

42. (Previously Presented) The computer readable medium of claim 24, wherein in step (ii) the additional information about the request comprises user information corresponding to a user of the device.

43. (Previously Presented) The computer readable medium of claim 24, wherein in step (ii) the additional information about the request comprises a summary of an intended discussion topic.

44. (Previously Presented) The computer readable medium of claim 24, wherein in step (ii) the additional information about the request comprises location information.

45. (Currently Amended) A method for establishing a connection with a host of a broadcast program, comprising steps of:

(a) receiving a connection request originating from a mobile terminal, wherein the connection request comprises information about the request;

(b) determining whether to accept the connection request based on the information; and

(c) when the connection request is accepted, sending a response to the connection request to the mobile terminal; and

(d) ~~in response to receiving the response to the connection request,~~ establishing an interactive connection between a device associated with the host and the mobile terminal; and

(e) ~~exiting from the interactive connection between the device associated with the host and the mobile terminal.~~

46. (Previously Presented) The method of claim 45, wherein in step (d) the interactive connection comprises a voice connection.

47. (Previously Presented) The method of claim 45, wherein in step (d) the interactive connection comprises a data chat connection.

48. (Previously Presented) The method of claim 45, wherein in step (a) the information comprises user profile information corresponding to a user of the mobile terminal.

49. (Previously Presented) The method of claim 45, wherein in step (a) the information comprises a summary of an intended discussion topic.

50. (Previously Presented) The method of claim 45, wherein in step (a) the information comprises location information corresponding to the mobile terminal.

51. (Previously Presented) The call server of claim 2, wherein receiving the connection response comprises receiving an automated response from the device associated with the broadcast program.

52. (Previously Presented) The call server of claim 2, wherein the computer readable instructions further cause the call server to perform the step of sending to the mobile device connection information to establish a connection between a device associated with the broadcast program and the mobile device from the call server.

53. (Cancelled).

54. (Previously Presented) The call server of claim 6, wherein the defined delay time is defined by the broadcast program.

55. (Previously Presented) The mobile device of claim 16, wherein the computer readable instructions further cause the mobile device to perform the step of receiving

connection information to establish a connection between a device associated with the broadcast program and the mobile device from the call server.

56. (Previously Presented) The call server of claim 2, wherein the additional information comprises a contact address of the mobile device and, in step (v) the connection is a data connection.

57. (Previously Presented) The call server of claim 2, wherein the additional information comprises a contact address of the mobile device and, in step (v) the connection is a voice connection.

58. (Previously Presented) The call server of claim 2, wherein the additional information comprises a contact address of the mobile device and, in step (v) the connection is a text message connection.

59. (Previously Presented) The call server of claim 2, wherein step (i) comprises receiving a message via data messaging.

60. (Previously Presented) The call server of claim 59, wherein step (i) comprises receiving a HTTP message.